

A method of generating a search result list also provides related searches for use by a searcher. Search listings which generate a match with a search request submitted by the searcher are identified in a pay-for-performance database which includes a plurality of search listings. Related search listings contained in a related search database generated from the pay-for-performance database are identified as relevant to the search request. A search result list is returned to the searcher including the identified search listings and one or more of the identified search listings.

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[illegible]